



## EVALUATION PLANNING WORKSHEET

For I/E Data

6/18/2003

### ✓ DESCRIPTION AND PURPOSE

1. What is the purpose of the evaluation? \_\_\_\_\_  
\_\_\_\_\_

2. Who will use the evaluation? \_\_\_\_\_

| Who/user | How will they use the information? |
|----------|------------------------------------|
|          |                                    |
|          |                                    |
|          |                                    |

3. Question/answer profile. What overriding question(s) will the evaluation seek to answer? (See example at the bottom of the QAPP Requirements).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ✓ DESCRIPTION OF DATA COLLECTION EFFORTS. (If contracting this effort out, your contractor may be able to help you).

4. What sources of information will you use?

- ☐ Existing information: \_\_\_\_\_
- ☐ Pictorial records: \_\_\_\_\_
- ☐ People: \_\_\_\_\_
  - ☐ Watershed residents
  - ☐ Steering Committee members
  - ☐ Technical Committee members
  - ☐ Local officials (specify): \_\_\_\_\_
  - ☐ Other (specify): \_\_\_\_\_
- ☐ Other (specify): \_\_\_\_\_

5. What collection method(s) will you use?

- ☐ Survey:
- ☐ Direct mail survey
  - ☐ Survey enclosed in other documents (newsletters, bills)
  - ☐ Other
- ☐ Interview:
- ☐ Phone interview
  - ☐ One-on-one interview
  - ☐ Other (specify): \_\_\_\_\_
- ☐ Group techniques
- ☐ Focus groups
  - ☐ Other (specify): \_\_\_\_\_
- ☐ Tests
- ☐ Case studies
- ☐ Photos, videos
- ☐ Other (specify): \_\_\_\_\_

6. What is needed to record the information? (note-taker, videographer, computer program, etc.) \_\_\_\_\_

7. What is the scope of your evaluation (i.e., entire watershed, region, community, neighborhood, etc.)? \_\_\_\_\_

8. When will you collect the data?

| Method | Before activity is initiated | While activity is ongoing | After activity is initiated | Other (specify) |
|--------|------------------------------|---------------------------|-----------------------------|-----------------|
|        |                              |                           |                             |                 |
|        |                              |                           |                             |                 |
|        |                              |                           |                             |                 |
|        |                              |                           |                             |                 |

9. What tools will be used to ensure or increase response rates?

- ☐ Advance notice (postcard, phone call, etc.)
- ☐ Follow-up notice (postcard, phone call, etc.)
- ☐ Other (specify): \_\_\_\_\_

10. Will a subset of the population/target audience be used?

- ☐ No
- ☐ Yes. If yes, describe the procedure you will use and numbers of people to be targeted.

11. Who will collect the data? \_\_\_\_\_

✓ DATA MANAGEMENT, ANALYSIS, AND REPORTING

12. How will the data be analyzed?

Data analysis methods:

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Who is responsible? \_\_\_\_\_

13. How will the information be interpreted - by whom?

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14. Who will write the summary? \_\_\_\_\_

15. How will the evaluation be communicated and shared?

| To whom | When/where/how to present |
|---------|---------------------------|
|         |                           |
|         |                           |
|         |                           |

✓ PRODUCTS

16. The results of the evaluation will be:

- ☐ A stand-alone product
- ☐ Part of another document:
  - ☐ watershed plan
  - ☐ i/e strategy
  - ☐ other

✓ FOR YOUR WORK PLAN, TIMELINE, AND BUDGET

Considering the methods selected, frequency, time to develop the survey, data analysis, data compilation and interpretation, report development, data presentation, etc., make sure your work plan, timetable, and budget account for this evaluation.

Modified from "Planning a Program Evaluation: Worksheet", by Powell, Steele and Douglass, University of Wisconsin Cooperative Extension.